

## INFORMATION DISCLOSURE CITATION

Docket Number

98-116

Serial Number

09/260,437

Applicants

WALKER et al.

Filing Date

March 2, 1999

Group Art Unit

3622

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
jc		5,324,922	06/28/94	Roberts	235	375	
	A	4,253,157	02/24/81	Kirschner et al.	364	900	
	B	5,428,606	06/27/95	Moskowitz	370	60	
	C	5,694,546	12/02/97	Reisman	395	200.9	
	D	5,794,210	08/11/98	Goldhaber et al.	705	14	
	E	5,926,796	07/20/99	Walker et al.	705	16	
	F	6,014,641	01/11/00	Loeb et al.	705	34	
	G	US 6,229,879 B1	05/08/01	Walker et al.	379	88	
	H	US 6,317,723 B1	11/13/01	Walker et al.	705	16	
jc	I	US 6,334,112 B1	12/25/01	Walker et al.	705	23	

## FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No
jc	J	7-231309	08/29/95	Japan			✓	
	K	FR 2 757 656 - A1	06/26/98	France				

NO TRANSLATION

## OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

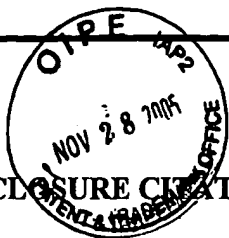

EXAMINER

JEFFREY D. CARLSON  
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gc	L	US 6,334,113 B1	12/25/01	Walker et al.	705	23	
	M	5,324,922	06/28/94	Roberts	235	375	
	N	5,415,264	05/16/95	Menoud	194	217	
	O	5,428,606	06/27/95	Moskowitz	370	60	
	P	5,630,103	05/13/97	Smith et al.	395	500	
	Q	5,694,546	12/2/97	Reisman	395	200.9	
	R	5,794,210	08/11/98	Goldhaber et al.	705	14	
	S	5,926,796	07/20/99	Walker et al.	705	16	
	T	6,014,641	01/11/00	Loeb et al.	705	34	
	U	6,021,390	02/1/00	Satoh et al.	705	1	
gc	V	6,229,879 B1	05/8/01	Walker et al.	379	88	

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gc	W	WO 98/06050	02/12/98	PCT				
gc	X	WO 98/28699	07/02/98	PCT				

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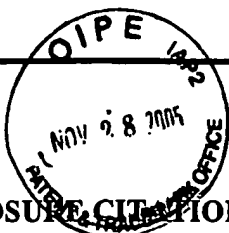

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J	Y	5,991,739	11/23/99	Cupps et al.	705	26	
J	Z	6,021,390	02/01/00	Satoh et al.	705	1	
J	AA	6,024,288	02/15/00	Gottlich et al.	235	493	
J	BB	6,024,288	10/26/99	Giuliani et al.	705	14	
J	CC	6,222,914 B1	04/24/01	McMullin	379	144	
J	DD	4,839,507	06/13/89	May	235	381	
J	EE	4,982,346	01/01/91	Girouard et al.	364	550	
J	FF	5,025,372	06/18/91	Burton et al.	364	406	
J	GG	5,056,019	10/08/91	Schultz et al.	364	405	
J	HH	5,189,607	02/23/93	Shirasaki et al.	364	405	
J	II	5,202,826	04/13/93	McCarthy	364	405	

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U.S. PATENT DOCUMENTS							
EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
JL	JJ	5,287,268	02/15/94	McCarthy	364	405	
	KK	5,315,093	05/24/94	Stewart	235	381	
	LL	5,353,218	10/04/94	DeLapa et al.	3364	401	
	MM	5,450,938	09/19/95	Rademacher	194	206	
	NN	5,537,314	07/16/96	Kanter	364	406	
	OO	5,642,484	06/24/97	Harrison, III et al.	395	214	
	PP	5,655,007	08/05/97	McAllister	379	91.01	
	QQ	5,689,100	11/18/97	Carrithers et al.	235	380	
JL	RR	5,708,782	01/13/98	Larson et al.	395	214	

FOREIGN PATENT DOCUMENTS								
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gc	SS	5,812,769	09/22/98	Graber et al.	705	26	
	TT	5,845,259	12/01/98	West et al.	705	14	
	UU	5,864,822	01/26/99	Baker, III	705	14	
	VV	5,923,016	07/13/99	Fredregill et al.	235	380	
	WW	5,937,391	08/10/99	Ikeda et al.	705	14	
	XX	5,956,695	09/21/99	Carrithers et al.	705	14	
	YY	5,991,740	11/23/99	Messer	705	27	
	ZZ	5,995,942	11/30/99	Smith et al.	705	14	
	AAA	5,999,914	12/07/99	Blinn et al.	705	26	
	BBB	6,016,504	01/18/00	Arnold et al.	705	26	
gc	CCC	6,029,139	02/22/00	Cunningham et al.	705	10	

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WALKER et al.

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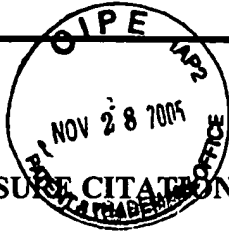
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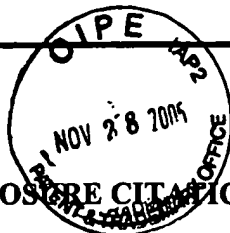
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GGG	"Magazine Subscription Sales Center - Where buying subscriptions is easy!", Customer Service Information, Interactive Magazine Sales, Inc, Email: aim@panix com.
HHH	"Phoenix Papers to Sell Merchandise to Build Awareness", Editor & Publisher, September 17, 1988, Vol. 121, Issue 38, pg. 23, ISSN: 0013-094X.
III	Carlson, Lynn, "Decreasing Your Direct-Mail Costs", Folio: The Magazine for Magazine Management, September 1, 1992, Vol. 21, Issue 9, pp. 81-82, ISSN: 0046-4333.
JJJ	Hochwald, Lambeth, "Sub sources that break with tradition", Folio: The Magazine for Magazine Management, May 1, 1994, Vol. 23, Issue 8, pp. 46-48, ISSN: 0046-4333.
KKK	Kelly, Keith J., "Hearst opens a cyberspace newsstand", Advertising Age, January 30, 1995, Vol. 66, Issue 5, pg. 14, ISSN: 0001-8899.
LLL	Kelly, Keith, J., "Publishers pine for cyber-profits", Advertising Age, March 13, 1995, Vol. 66, Issue 11, p. S-22, ISSN: 0001-8899.
MMM	"Hearst Corporation launches 'The Multimedia Newsstand'", Link-Up, March/April 1995, Vol. 12, Issue 2, pp. 1, 36, ISSN: 0739-988X.
NNN	Hodges, Jane, "'WSJ' puts squeeze on Web subscriptions", Advertising Age, April 29, 1996, Vol. 67, Issue 18, pg. 34, ISSN: 0001-8899.
OOO	Tedesco, Richard, "Time launches 'Net subscription service", Broadcasting & Cable, November 11, 1996, Vol. 126, Issue 47, pg. 65, ISSN: 1068-6827.
PPP	Case, Tony, "The electronic newsstand branches out", Folio: The Magazine for Magazine Management, April 1, 1997, Vol. 26, Issue 5, pg. 13, ISSN: 0046-4333.
QQQ	Krol, Carol, "Magazine site to focus on commerce", Advertising Age, August 18, 1997, Vol. 68, Issue 33, pg. 18, ISSN: 0001-8899.
RRR	Manly, Lorne, "A Newsstand for the Electronic Age?", ABI/Inform, Global Edition, September 15, 1993, pg. 17.
SSS	Lacher, Lisa, "Coupon Gimmick Registers Profits", Business Record, December 7, 1987, pg. 1.
TTT	Stevens, Lawrence, "Hypermarket Challenge", Computerworld, December 19, 1988, pg. 25.

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UUU	"Safeway Introduces Store-Generated Coupons", PR Newswire, May 1, 1990.
VVV	Blattenberg, Robert C. et al., "Interactive Marketing: Exploiting the Age of Addressability", Sloan Management Review, September 22, 1991, pg. 5.
WWW	McDowell, Bill, "Frequency Marketing Builds Repeat Business; Management", Building Supply Home Centers, August 1993, No. 2, Vol. 165, pg. 96.
XXX	McKinney, Jeff, "Merchants Program Could Pay Off for Provident", The Cincinnati Enquirer, March 24, 1996, Financial Section, pg. 2.
YYY	Wagner, Jim, "Cameras Tell Mall What Door You Use, How Often You Go", Albuquerque Tribune, August 9, 1996, Evening Section, pg. A3.
ZZZ	Fickenscher, Lisa, "AMEX to Start Rewards Program with Discounts on Merchandise", The American Banker, October 18, 1996, Credit/Debit/ATMs, pg. 10.
AAAA	Fitzgerald, Kate, "AMEX Program Moves Loyalty to Next Level: Custom Extras Finds A Medium Customers Can't Ignore, Billing Statements", Advertising Age, November 4, 1996, News Section, pg. 2.
BBBB	"Tecmark Reward Terminal", Tecmark Services, Inc., ( <a href="http://www.tecmarkinc.com/terminal.htm">http://www.tecmarkinc.com/terminal.htm</a> ), download date: March 20, 1997.
CCCC	Fickenscher, Lisa, "Merchant: American Express Seeks to Mine Its Data on Cardholder Spending Patterns", The American Banker, March 24, 1997, Credit/Debit/ATMs Section, pg. 20.
DDDD	"Dispensing the Future", Electronic Payments International, May 1997, Feature Section, pg. 12.
EEEE	"Industry Briefs", Card News, June 9, 1997, Vo. 12, No. 11.
FFFF	Hoeschen, Brad, "Brookfield Square Hopes Mall Card Strikes a Chord", Business Journal - Milwaukee, September 12, 1997, Vo. 14, No. 50, pg. 19.
GGGG	"Acxiom Case-in-Pont Case Study - Bloomingdale's", Acxiom, ( <a href="http://www.acxiom.com-cs-b.htm">http://www.acxiom.com-cs-b.htm</a> ), download date: September 23, 1997.

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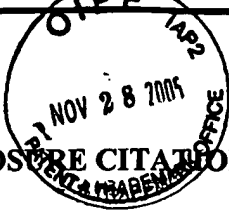
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<i>JK</i>	HHHH	"NCR 7452 Workstation – Beyond Traditional POS", NCR Corporation, ( <a href="http://www.ncr.com/product/retail/products/catalog/7452.shtm">http //www ncr com/product/retail/products/catalog/7452 shtm</a> ), download date: September 23, 1997.
	IIII	"New Partners, More Exciting Rewards: The Membership Rewards Program for 1998", American Express, ( <a href="http://www.Americanexpress.com/rewards/news/docs/1998new_mr.shtml">http www Americanexpress com/rewards/news/docs/1998new_mr.shtml</a> ), download date: March 12, 1998.
	JJJJ	Hemsley, Steven, "Research and Destroy; Point-of-Purchase Research Provides Brand Managers with Essential Information About Customer Trends and Enables Them to Achieve the Maximum from their Displays", Marketing Week, April 16, 1998, Point-of-Purchase Selection, pp. 33-36.
	KKKK	"MyPoints Universal Rewards Currency", MotivationNet, Inc. Brochure, April 1998.
	LLLL	"Wells Park Group Launches 'V.I.P. Rewards'; the Most Comprehensive Relationship Marketing Program Ever Created by a Mall Developer", Business Wire, May 19, 1998,
	MMM M	Amato-McCoy, Deena, "Co-Branded ACME Credit Card Rewards Loyal Users", Supermarket News, June 15, 1998, pg. 17.
	NNNN	"ACME Markets, U.S. Bancorp Debut Visa Rewards Card", Card News, June 22, 1998, Vol. 13, No. 12.
	OOOO	Rubenstein, Ed, "Prepaid Program Lets Galleria Guests Dine 'A La Card'", Nations Restaurant News, June 29, 1998, pg. 43.
	PPPP	"DataCard Partners with CSI to Offer Card-Based Loyalty Solution to Merchants", Business Wire, July 9, 1998.
	QQQQ	Albright, Mark, "Grocery Savings via Web Coupons", St. Petersburg Times, July 22, 1998, Wednesday O South Pinellas Edition, Business Section, pg. 1E.
	RRRR	"Reaching Out in New Directions", Introducing USA Value Exchange", First Data Corporation, Brochure.
<i>JK</i>	SSSS	"Frequent Shopper Programs are Taking Off", Grocery Marketing, Vo. 63, No. 1, pg. 54, January 1997.

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